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Date: September 18, 1998

To: Yvette Robinson / Shalena Anderson
Philip Morris U.S.A.

From: Kara Kane
Entertainment Marketing, Inc.

Re: Miles for Admission

Via Fax: 917.663.5367

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The following is the 800# verbage that I sent to Kathy McMahon last week:

Miles for Admission is "A private party for Marlboro smokers 21+ featuring a national touring band, food from the Marlboro cookbook, and a local DJ. Admission is 200 miles for the smoker and their guest."

The venues' phone number (not the 800#) is listed in the ROP. The venues will be receiving the initial phone calls from the consumer. Should we have the venue operators say the same thing as the 800#, or should they refer the consumer directly to the 800#?

Also, we will have our staff in the venues three weeks prior to the shows posting the communication pieces, refilling the redemption forms and fielding any questions that consumers may have. What can they say and not say?

The ROP hits on September 23rd, please advise prior to that date. Thank you for your direction. Feel free to contact me with any additional questions at 312.644.0600 ext. 255.

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